



VIEW Report

Lynn Wessel Keane St Supreme Ct Sept 2016

9/28/2016 10:20AM

Buffalo Jul16 DMA Nielsen Live+SD

Client: LYNN WESSEL KEANE
Product: STATE SUPREME COURT
Sched Dates: 9/26/2016 - 10/2/2016

Lengths: 15 ; 30
Dayparts: ALL

Buyer: Debra Horn Stachura
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All-Wks Avrg

	Notes	Unit \$	Unit Dur	Wk 1 Mon 10/3 '16	Wk 1								
					Women 35-64								
					Prog Name	Rtg	Shr	Imp (000)	GRP	CPP	Rch %	Freq	Tot \$
Total		362		33		4.5	14.2	429	150.0	80	70.9%	2.1	11940
Buffalo Jul16 DMA Nielsen Live+SD		362		33		4.5	14.2	429	150.0	80	70.9%	2.1	11940
WGRZ-TV		362		33	NBC	4.5	14.2	429	150.0	80	70.9%	2.1	11940
M-F 6a-7a		385	30	4	» DAYBREAK	» 4.8	» 26.8	» 14	19.2	80	14.1%	1.4	1540
M-F 7a-9a		300	30	4	» TODAY SHOW	» 4.6	» 21.7	» 13	18.4	65	14.2%	1.3	1200
M-F 9a-10a		175	30	4	» TODAY SHOW 2	» 3.0	» 13.9	» 9	12.0	58	8.7%	1.4	700
M-F 10a-11a		140	30	5	» TODAY SHOW 3	» 2.6	» 11.9	» 7	13.0	54	8.7%	1.5	700
M-F 5p-6p		220	15	5	» CH2 NEWS 1st @ 5 & 5:30	» 4.6	» 14.6	» 13	23.0	48	15.5%	1.5	1100
M-F 6p-6:30p		550	30	3	» CH2 NEWS @ 6	» 6.0	» 17.3	» 17	18.0	92	13.7%	1.3	1650
M-F 11p-11:30p		375	30	3	» CH2 NEWS	3.4	8.9	10	10.2	110	7.7%	1.3	1125
Sa 7a-10a		225	30	1	» SATURDAY	» 2.8	» 12.1	» 8	2.8	80	2.8%	1.0	225
Sa 6p-6:30p		350	30	1	» WEEKEND NEWS	» 6.8	» 21.6	» 19	6.8	51	6.8%	1.0	350
Su 6p-6:30p		350	30	1	» WEEKEND NEWS	» 8.8	» 28.7	» 25	8.8	40	8.8%	1.0	350
M 8p-10p		1600	30	1	» THE VOICE	» 10.3	» 22.2	» 29	10.3	155	10.3%	1.0	1600
W 9p-10p		1400	30	1	» LAW & ORDER	» 7.5	» 15.1	» 22	7.5	187	7.5%	1.0	1400

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WGRZ-TV, Buffalo, NY

Date:

8/16/16

I, Deb Stachura, Buffalo Advertising,

being/on behalf of: Lynn Wessel Keane,

a legally qualified candidate of the Democratic

political party for the office of: State Supreme Court

in the General

election to be held on: November 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Lynn Wessel Keane for Supreme Court

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Nancy Krzyzanowski, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8/16/16
Date

Lynn W. Keane
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title